51849 1506

[redacted] *Attention Retailer:*

New! "PLANET"

From Moonlight Tobacco Co.

>100% TOBACCO* NO ADDITIVES

>Order a 2 carton display and get $2.00 (off invoice).

Complete and return this form to your wholesaler.

*Wholesaler*_____

- **"PLANET"** ***Full Flavor*** *Box* — *1 Carton*
- **"PLANET"** ***Light*** *Box* — *1 Carton*

Store_____Date_____

Address_____

City_____State_____

Delivery Date_____Retailer Signature_____

Source: https://www.industrydocuments.ucsf.edu/docs/tpfy0000

51849 1507

[redacted]

Moonlight Tobacco Wholesale Program

- Special Offer:
  - 2 Carton Display
    - » 1 - "PLANET" Full Flavor Box
    - » 1 - "PLANET" Light Box
  - $2.00 per display for Retailer
  - $2.00 per display to jobber salespeople
- # displays sold_____Salesman_____

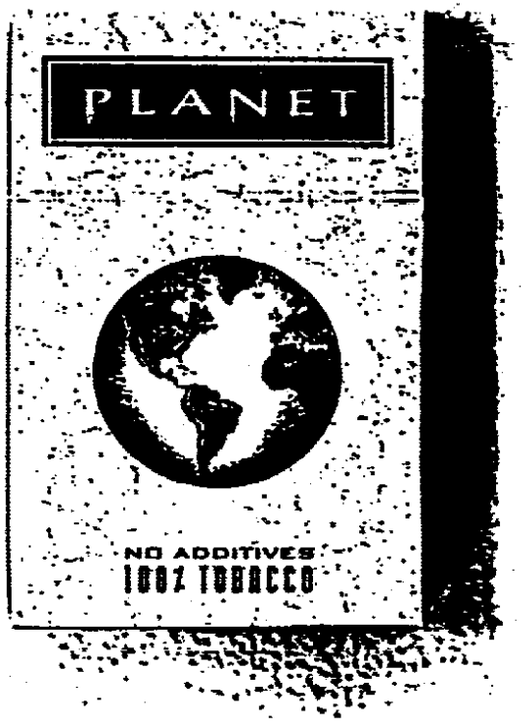
Please turn in this form and prebook forms when all accounts have been contacted.

Source: https://www.industrydocuments.ucsf.edu/docs/tpfy0000

51849 1508

New! "PLANET"

From Moonlight Tobacco Co.
100% TOBACCO * NO ADDITIVES



*Wholesaler*_____

- **"PLANET" *Full Flavor* Box** — *1 Carton*
- **"PLANET" *Light* Box** — *1 Carton*

$2.00 Display Allowance

Store_____Date_____

Address_____

City_____State_____

Delivery Date_____Salesperson_____

Retailer Signature_____

Source: https://www.industrydocuments.ucsf.edu/docs/tpfy0000

[redacted]

Moonlight Tobacco Wholesale Program

- Special Offer:
  - 2 Carton Display
    - » 1 - "Ice Box" Menthol
    - » 1 - "Ice Box" Light Menthol
  - $2.00 per display for Retailer
  - $2.00 per display to jobber salespeople
- # displays sold_____Salesman_____

Please turn in this form and prebook forms when all accounts have been contacted.

Source: https://www.industrydocuments.ucsf.edu/docs/tpfy0000

51849 1510

'SURE ARE A GREAT SMOKE!'

Fresh Taste

ICEBOX

MENTHOLS

FULL FLAVOR BOX

17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method.

[redacted] NEW! NEW!

Wholesaler _____

- *"Ice Box" Menthol Box* 1 Carton
- *"Ice Box" Menthol Light Box* 1 Carton

$2.00 Display Allowance

Store _____ Date _____

Address _____

City _____ State _____

Delivery Date _____ Salesperson _____

Retailer Signature _____

Source: https://www.industrydocuments.ucsf.edu/docs/tpfy0000

51849 1511

'SURE ARE A GREAT SMOKE!'
Fresh Taste

ICEBOX
MENTHOLS
FULL FLAVOR BOX
17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method.

[redacted] *Attention Retailer:*

NEW! "Ice Box"

From Moonlight Tobacco Co.

>The exciting new and different, premium menthol brand that everyone is talking about.

>Order a 2 carton display and get $2.00 (off invoice).

Complete and return this form to your wholesaler.

*Wholesaler*_____

- ***"Ice Box" Menthol** Box* 1 Carton
- ***"Ice Box" Menthol** Light Box* 1 Carton

Store_____Date_____

Address_____

City_____State_____

Delivery Date_____Retailer Signature_____

Source: https://www.industrydocuments.ucsf.edu/docs/tpfy0000

Moonlight Family Mini Counter Display

#515432

To Peg:

NAME: L. T. Wolfe 8/15/96

Note: 1 sku = 1 display

SHIP TO ACCOUNT #	SHIP TO ACCOUNT NAME	SKU QUANTITY NEEDED Shippers(skus)
109310	188 Halsey Myrtle Corp.	20
434400	A. Monteverdi	20
176620	B. Eisler	5
83160	C.A. Burke	25
347392	Consolidated Simon Dist.	25
339120	E. Kleiner	5
176640	Eisler & Co.	
227040	Glikin Bros.	
305520	Irvington Tobacco	
73310	J. Bricks	5
334410	King Vending	10
423360	Middlesex Tobacco	25
535731	North Jersey Tobacco	
488910	Paterson Tobacco	25
153480	Peter P. Dennis	
363720	Pine Lesser	25
613680	Star Tobacco	5
641180	Thomson-Okun	10
658500	United Tobacco	25

51849 1512

Source: https://www.industrydocuments.ucsf.edu/docs/tpfy0000

MAILFILE

21 August 1996

R.J.REYNOLDS TOBACCO COMPANY
Winston-Salem,N.C. 27102
(919) 741-5000

TO: L T WOLFE
3 COPPERMINE VLG
FLEMINGTON NJ 08822

RJR

FROM: RJ REYNOLDS TOBACCO COMPANY
401 NORTH MAIN STREET
WINSTON-SALEM, NC 27102

THE FOLLOWING ITEMS HAVE BEEN SHIPPED TO: MIDDLESEX TOBACCO CO 1330XX
SIS ACCOUNT NUMBER 423360
450 FLORIDA GROVE RD
PERTH AMBOY NJ 08861
FROM WINSTON-SALEM NC BY ROADWAY PACKAGE SERV BILL LADING NUMBER 0
ON 08/21/96:

ORDERED	SHIPPED	BACKORDER	ITEM NO.	ITEM DESCRIPTION
25	25		515432	MOONLIGHT FAMI MINI COUNTER DI

YOUR COMPLETE SHIPMENT IS ESTIMATED TO ARRIVE ON 08/26/96.

REFERENCE ORDER NUMBER 6229-0219 ON ANY INQUIRIES ABOUT THIS SHIPMENT
WHICH WAS ENTERED 08/16/96.

51849 1513

Source: https://www.industrydocuments.ucsf.edu/docs/tpfy0000